

Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

In the Claims:

1. - 64. (Cancelled).

65. (currently amended) A method for facilitating generation of a purchaser profile, the method of comprising:

receiving and processing, using a computer, consumer enrollment data;

receiving, using said computer, a transaction file comprising a consumer ID and purchase data;

standardizing, using said computer, said transaction file using a retailer item identifier, wherein said standardizing characterizes, using said computer, at least one of a particular product or service across a plurality of retailers, wherein standardizing said transaction file comprises associating, using said computer, said retailer item identifier and a manufacturer item identifier, and deriving, using said computer, a standard identifier;

merging, using said computer, said consumer enrollment data with said transaction file; and

facilitating, using said computer, an analysis of a merged data file to generate a purchaser profile which reflects a ~~consumer's~~ consumer purchases across one or more of said plurality of retailers.

66. (Cancelled)

67. (previously presented) The method of claim 65, wherein said purchase data comprises data reflecting one or more of the following: an item purchased, an item price, a total number of items purchased, a total transaction price, said retailer item identifier, a payment vehicle, a time, a date, a day of the week, a store identifier, whether a purchase transaction occurred online or offline, and a consumer's use of a marketing offer.

68. (original) The method of claim 65, wherein said consumer enrollment data comprises data reflecting one or more of the following: a name, an address, a date of birth, a social security number, an email address, a gender, names of any household members, survey data, interests, education level, and a brand name preferred by a consumer.

69. (currently amended) The method of claim 65, wherein said purchase data comprises warranty data and said analysis comprises determining, using said computer, whether a consumer may be a candidate for purchasing an extended warranty plan.

70. (currently amended) A method for facilitating generation of a purchaser profile, the method comprising:

receiving and processing, using a computer, consumer enrollment data;

receiving, using said computer, a standardized transaction file comprising a consumer ID, purchase data, wherein the standardized transaction file characterizes at least one of a particular product or service across a plurality of retailers using a retailer item identifier, and wherein said transaction file comprises a standard identifier associated with said retailer item identifier and a manufacturer item identifier;

merging, using said computer, said consumer enrollment data with said standardized transaction file; and

facilitating, using said computer, an analysis of a merged data file to generate a purchaser profile which reflects ~~a consumer's~~ consumer purchases across one or more of said plurality of retailers.

71. (currently amended) The method of claim 65, wherein standardizing said transaction file comprises:

creating, using said computer, a retailer item identifier table containing retailer data;

generating, using said computer, a plurality of standard identifiers, each one of said plurality of standard identifiers corresponding to a record in said retailer item identifier table; and

associating, using said computer, said retailer item identifier with one of a plurality of standard identifiers stored in said retailer item identifier table.

72. (Cancelled)